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CONSUMER TIME

C762

Cop. 3

A SALUTE TO WAR WORKING WOMEN

NETWORK: NBC

DATE: March 24, 1945

ORIGIN: WRC

TIME: 12:15 - 12:30 PM-EWT

(Produced by the War Food Administration, this script is for reference only and may not be broadcast without special permission. The title CONSUMER TIME is restricted to network broadcast of the program...presented for more than eleven years in the interest of consumers.)

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1. SOUND: CASH REGISTER RINGS TWICE....MONEY IN TILL
2. JOHN: It's CONSUMER TIME!
3. SOUND: CASH REGISTER....CLOSE DRAWER
4. ANNCR: During the next fifteen minutes the National Broadcasting Company and its affiliated independent stations make their facilities available as a public service to the War Food Administration to present....CONSUMER TIME. And here are Mrs. Freyman and Johnny!
5. JOHN: Today CONSUMER TIME is dedicated to America at war...on the home front...especially to the women of America who have gone out of their homes into war production plants to back up their fighting men with guns and planes and ships.
6. FREYMAN: Yes, Johnny, we do owe special thanks to our war working women for the spirit of teamwork and courage they've shown.
7. JOHN: That we do, Mrs. Freyman. And it's this same spirit...this spirit of America...that has solved many of our wartime problems.
8. FREYMAN: Well, now that you mention it, Johnny...you know, some of these same problems could easily have prevented our women from taking their places on the home front assembly line. For instance, there's the mother who can't work in war industry unless someone takes care of her children while she's away from home.

OFFICE OF THE SECRETARY OF THE ARMY

Washington, D.C.

April 10, 1918

THE SECRETARY OF THE ARMY

Washington, D.C.

Very respectfully,
Yours truly,
The Secretary of the Army

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9. JOHN: In some places, Mrs. Freyman, folks seem to have solved that problem with some of this spirit of teamwork we've been talking about. In the San Diego Area, out in California, I understand that over half the 180,000 people in war work are women...and over 35,000 of these working women have children between the ages of six months and sixteen years.
10. FREYMAN: My, San Diego must be proud of the way these women have pitched in!
11. JOHN: And rightly so....
- ENGINEER: WATCH SWITCH COMING UP AT 12:17 PM- EWT.....9:17 AM- FWT...
CUE IS UNDERLINED.
12. FREYMAN: But...say...who does take care of the children of all these women war workers?
13. JOHN: Well, let's have San Diego answer that question for all of us...
CONSUMER TIME takes you to San Diego, California.

SWITCH TO SAN DIEGO, CALIFORNIA

14. ANNCR: This is _____ welcoming you to San Diego...and here is our wartime story.
15. SOUND: GENERAL ALARM BELL!
16. VOICE: All hands on deck! Man the battle stations!
17. SOUND: GENERAL ALARM BELL
18. VOICE: All hands on deck! Man the battle stations!
19. NARRATOR: Since Pearl Harbor, San Diego has produced over three billion dollars' worth of war goods. San Diego has manned its battle stations in aircraft production lines...at ship repair bases ...on shore installations, just as our fighting Navy has manned battle stations all over the world.

(MORE)

I have been, for the past few years, engaged in a study of the history of the United States, and I have found that the most important factor in the development of the country has been the influence of the frontier. The frontier has been the source of the country's growth, and it has been the frontier that has made the United States what it is today.

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NARRATOR (CONT'D) Perhaps no one is closer to what's in the hearts of our men who serve at overseas battle stations than Captain William A. Maguire. As District Chaplain for the 11th Naval District at San Diego, he has seen this city change from a peace-loving, vacation community of 210,000 people to a "round-the-clock" war production center of over half a million. He knows first hand the thoughts of the fighting men who have left their families behind.

To them, He's Father Maguire...the man who stood by, in the darkest hours of battle at Pearl Harbor, to comfort and guide them. He's the man the lads can tell their troubles to... Chaplain Maguire.

20. MAGUIRE: I would like to pay tribute to the city of San Diego. It doesn't forget for one minute what its war job is...nor why it is doing this job. San Diego has no time for tourists and no room for non-producers. It is a city that breathes and lives war production....a city of workers and fighters. Ships, parachutes, and fighting planes are the main business of the day. But all this war production depends on people...workers who need housing, schools, transportation and supervision for their children. San Diego has taken care of this human element in war production.

In this area, bordered on the West by San Diego Bay and the Pacific Ocean, you will find men of the Navy, the Army, the Marine Corps and the Coast Guard. And I know, from talking to these men, and to our fighting men overseas, that they have no greater comfort than to know their children will get good care, training and supervision while their wives are working in war plants...and that their families will have a decent place to live, while they are overseas. (MORE)

MAGUIRE (CONT'D) Nearly half the children at child care centers in this area have fathers in military service. For the sake of these brave men of ours, let us remember...battle stations are not always on board ship, in enemy territory. They are in every war production center on the home front.

21. NARRATOR: Thank you Chaplain William A. Maguire, District Chaplain for the 11th Naval District at San Diego.

All along the assembly lines in our aircraft factories, you will see women wearing a war plant identification badge, and right next to it, their service pin...the insignia for that husband, brother, father or son who's in our Armed Forces. And many of these women go on their workshift with the peace of mind that comes from knowing their children are safe at a child care center.

And there's something rather gallant about the mother who brings her child to the center each day, kisses it goodbye, and goes off to her eight-hour shift.

We have one of these "mothers in overalls" right here...Mrs. Dorothy Hill, a drill press operator on the day shift at Consolidated-Vultee Aircraft Corporation.

Mrs. Hill, how long have you been an aircraft worker?

About

22. HILL: /two and a half years...I worked at North American in Dallas, Texas, for a year...and I've been at Consolidated for the last year and four months.

23. NARRATOR: Then you came here from Texas?

24. HILL: Well, not exactly....you see, I was born in Georgia...but I lived in San Diego for about ten years before I went to Florida in 1940....we were there when the war broke out...My husband's in the Navy.

25. NARRATOR: Yes, I noticed those Navy wings you're wearing...
26. HILL: My husband is a chief aviation machinist mate...you might say he's an old Navy man...he's been in for nine years, ever since he was seventeen.
27. NARRATOR: And all these numbers on your identification badge for...what do they mean?
28. HILL: Well, 462176 happens to be my number...and the 101 stands for the sheet metal department where I work, over at Plant No. 1.
29. NARRATOR: And your children, Mrs. Hill, how old are they?
30. HILL: Ronnie is three and Tommie is five.
31. NARRATOR: Where are they now?
32. HILL: We live at the Frontier Government housing project...and the children are at the child care center that's right in the project. Ronnie is at nursery school...and Tommy gets extended day care when he isn't in kindergarten and on Saturdays. It's really wonderful. I don't know how I'd manage without the center.
33. NARRATOR: How do you mean?
34. HILL: Well, my mother works on the swing shift so she can't take care of my boys. And I could hardly afford to hire someone. Before we came to San Diego, it cost me around a hundred dollars a month. But at the Frontier center it only costs me thirty dollars a month for both the children.
35. NARRATOR: What a difference that is!
36. HILL: Oh, I should say. And the boys get such good care and teaching. Ronnie, the three-year old, knows most of his nursery rhymes already.
37. NARRATOR: How long do you leave them at the center each day?
38. HILL: No longer than I have to. I usually take them around six in the morning. I go to work at seven, you know. And I get them just as soon as I'm through work. I'm pretty anxious to be with them as much as I can.

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39. NARRATOR: And I guess that's how most of you working mothers feel. Now, would you tell us a little about your job at the plant, Mrs. Hill?
40. HILL: Well, I drill the holes in the sheet metal with an electric drill, so the riveters can go to work. I use both a machine and drill press and an electric hand drill.
41. NARRATOR: Have you done this sort of work all the time you've been at the plant?
42. HILL: No. I have worked on the hand forms...that's where you pound out metal pieces on a form...but I like the drill press lots better.
43. NARRATOR: It must be very satisfying to help build these planes that are giving Hirohito so many headaches right now.
44. HILL: It certainly is. My husband just came back from a year and a half in the South Pacific... He saw some of our planes out there. We build Privateers...those big Navy patrol bombers... B-32's, the big Dominator bombers...and B-24's, the Liberators.
45. NARRATOR: In fact, Mrs. Hill, San Diego has quite a reputation for its heavy bomber production. Since Pearl Harbor, I understand the aircraft factories in this area have built seventeen percent of all the heavy bombers made in the United States.
46. HILL: Well, I don't know exactly how many planes we've built here in San Diego...but since the war started, our plants all over the country have built over 30,000 planes.
47. NARRATOR: I wish you'd tell us a little about the plant you work in, Mrs. Hill...so folks will get some idea of its size.
48. HILL: Plant No. 1 is pretty big, all right. The building where I work looks about the size of a city block. The whole San Diego division covers over a hundred acres.

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49. NARRATOR: And that's a lot of ground.
50. HILL: It's an easy place to get lost in, too, if you don't know your way around.
51. NARRATOR: I wouldn't doubt it. Our thanks to you, Mrs. Dorothy Hill, and to all the other women in war plants for the fine job you're doing. Mrs. Hill is only one of the hundreds of service wives who can help with war production because of the child care program in San Diego. For another chapter in our story, here is Dr. Will C. Crawford, superintendent of San Diego city schools...who has watched the program grow.
52. CRAWFORD: Yes...I've watched the program grow by leaps and bounds. You see, we've had a tremendous increase in our school enrollment along with our heavy population increase.
53. NARRATOR: This must have presented some problems in your schools.
54. CRAWFORD: Well, beyond that, we needed the mothers of these new children in our aircraft factories and at our naval bases. But unless the mothers could leave their children under proper supervision, obviously they would not be able to go to work. So we went to work on the child care centers.
55. NARRATOR: And what did this involve, Dr. Crawford?
56. CRAWFORD: It involved...and it required...cooperation...the same kind of cooperation that our whole war program here in San Diego has required. In May of 1943, the San Diego City schools took over seven WPA nursery centers with a total enrollment of 200 children. That was our beginning. And it was only a beginning, too ...because, as time went on, our need for child care centers increased rapidly.
57. NARRATOR: And today, Dr. Crawford, how are you meeting this need?

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58. CRAWFORD: Today we are taking care of 3,600 children at centers in our city schools, in surrounding suburbs and at public housing centers. We have 33 nursery schools for children from two to five years old...and 32 extended day care centers for school agers.
59. NARRATOR: That is an increase for less than two years.
60. CRAWFORD: Yes, and by summer...so Robert Fling, child care coordinator for the San Diego area tells me...we may have enough centers for 5,000 children. So, you see, we are still at work, trying to improve our facilities.
61. NARRATOR: Just what part does the school system have in this program, Dr. Crawford?
62. CRAWFORD: The centers are staffed and administered by the school systems of the city and surrounding municipalities. And, believe me, the women who work in these centers...the directors, the teachers, nurses and cooks...they are also doing a war job. Here is one of those women, Mrs. Olive Pitzer. She is director of the center at the Bayview Terrace housing project, which is a few miles south of San Diego.
63. NARRATOR: We're very much interested in these centers, Mrs. Pitzer, won't you tell us about yours?
64. PITZER: Why yes. Our center opened a year ago March 7th. And we certainly have grown. We have 180 children, both nursery and school age. We are open twenty-four hours every day, except Sunday, so we serve mothers on all three shifts, day, swing and graveyard.
65. NARRATOR: Since most of our listeners can't visit your center, would you give us some idea of how it is laid out?

66. PITZER: Surely. We have a good-sized entrance room...where we check over the children when they come in...take their temperatures and so on...we have a small isolation room....our kitchen is light, airy and very well equipped. Our large playroom overlooks the children's outside playground. The playroom has windows all along one side to let in plenty of light and sunshine. In this room, the children have their toys...the chairs and tables where they eat...and then each child has a separate place for its clothes. We have a large sleeping room where the children have their naps.
67. NARRATOR: About how many hours a day do they spend at the center?
68. PITZER: For most of them it's around nine hours...and a few are with us twelve hours. Then we have about a dozen overnight...However, most of our mothers are on day and swing shift.
69. NARRATOR: It must keep you busy, keeping all these children busy.
70. PITZER: We have a regular schedule, of course. It covers food, fun and rest. A trained nutritionist plans balanced meals. The children have codliver oil and fruit juice in mid-morning...and cookies and milk in mid-afternoon. Their health is watched carefully by a child specialist and registered nurses. And their studies and play are supervised by a teacher.
71. NARRATOR: This schedule certainly must agree with the children, Mrs. Pitzer, if these happy, healthy-looking youngsters here in the studio are any sample.
72. PITZER: Yes...they are a very good sample. These eight youngsters are from the extended day care group at _____ center. They go to kindergarten...so they're between five and six years old. These little ones have quite a reputation for their singing, too.

74. PITZER: I'm sure they will. Children, let's sing _____.

75. NARRATOR: Fine. I haven't heard that for years.

76. PITZER: All right, children...ready...

CHILDREN SING....ABOUT ONE MINUTE.

77. NARRATOR: That was very good, boys and girls.

(EVERYONE CLAPS)

78. NARRATOR: And so our story of wartime San Diego goes. While the women work...their men fight...and their children play in child care centers. Until peace comes, there is only one answer!

ENGINEER: WATCH SWITCH COMING UP AT 12:28:30 PM- EWT...9:28:30 AM- PWT...
CUE IS UNDERLINED.

79. VOICE: Man the battle stations! All hands on deck!

80. SOUND: GENERAL ALARM BELL

81. VOICE: Man the battle stations! All hands on deck!

82. ANNOUNCER: Your narrator has been _____ of the Halls of Montezuma
Radio Unit at the U. S. Marine Base, San Diego. This is
_____, returning you to CONSUMER TIME in Washington,
D. C.

SWITCH TO WASHINGTON, D. C.

83. JOHN: And our thanks to you, San Diego, for telling us how you are solving your wartime child care problems.

84. FREYMAN: Do you know, Johnny, that San Diego is just one of the many cities in the USA which has an efficient day care program. All over the country, people are realizing more and more the importance of responsible, up-to-date child care centers for children of working mothers.

85. JOHN: Perhaps many mothers listening in would like to find out more about the child care centers in their community.

86. FREYMAN: Yes, and maybe there are many mothers who have the problem of trying to find proper day care for children under two.

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87. JOHN: Well, I would suggest that any of our listeners who have such problems, and who want to know more about child care centers... write to us...CONSUMER TIME, Washington 25, D. C. We'll be glad to answer your questions...or refer your letters to the Government agency which can help you. That's CONSUMER TIME! Washington 25, D. C.
88. FREYMAN: And now, Johnny...next week we're going to tell a wonderful story.
89. JOHN: What would that be, Mrs. Freyman?
90. FREYMAN: We're going to hear, dramatized, how a valient school teacher in a little country school house...put over a project that astonished the whole community, and changed a bunch of naughty children into little ladies and gentlemen...overnight!
91. JOHN: And that project?
92. FREYMAN: Was a school lunch program...with hot plate lunches for every child! But how this teacher did it...is a story of courage and determination!
93. JOHN: So...be sure to listen next week...to another edition of...
94. SOUND: CASH REGISTER
95. ANNCR: CONSUMER TIME!
96. SOUND: CASH REGISTER
97. JOHN: How your money buys a living in wartime!
98. SOUND: CASH REGISTER....CLOSE DRAWER.
99. ANNCR: CONSUMER TIME, written by Dorothea Hansen is presented by the War Food Administration through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C. This broadcast period for CONSUMER TIME has been made available as a public service.
- This is the National Broadcasting Company.

